I338.4
I29sp
1995/98
c.3

31752559

# Illinois Arts Council

ILLINOIS STATE LIBRARY
DEC 14 1994
ILLINOIS DOCUMENTS

# strategic plan

## 1995-98

UNIVERSITY OF ILLINOIS-URBANA
3 0112 122532705

# introduction

The Illinois Arts Council (IAC) presents this Strategic Plan for 1995 - 98 as confirmation of its mission to stimulate and support public appreciation, accessibility and recognition of the importance of Illinois artists and arts organizations. The Council will continue to promote an environment conducive to the development and expansion of the arts and artists in Illinois.

The purpose of the Strategic Plan for 1995 - 98 is to set directions which enable the Council to make the best possible decisions about programs and procedures which effectively utilize and distribute its limited human and financial resources to assist constituents in meeting their goals.

I 338.1
I29so
995/98
.3

## plan development

Members of the Illinois Arts Council met in August 1992 at a retreat to review the agency's mission and role in the artistic life of the state. At the conclusion of this retreat, they adopted five belief statements which provide the major areas of emphasis for this Strategic Plan. A Task Force was appointed to assess the arts needs in Illinois and to develop strategies for addressing these needs within the context of the Council's belief statements.

In January 1994, the Strategic Plan Task Force entered an intensive phase of gathering public input. Six public hearings were held in northern, central and southern Illinois. Artists, representatives of local arts organizations, other public agencies, educators, elected officials and other interested citizens presented testimony at these hearings. Also, a written survey was sent to IAC constituents in all disciplines.

## needs and issues

Public input from hundreds of Illinois citizens confirmed that the needs in the arts field in Illinois continue to grow. Participants spoke of the challenges of meeting their goals in a time of increasing costs, competition for funds and decreasing resources. Through its belief statements and Strategic Plan for 1995 - 98, the Council seeks to address the major issues and needs identified to:

— raise public awareness of the importance of the arts and the need for funding

— provide access to funding and services to artists and organizations at all stages of development and representing all regions and populations of the state

— assist arts organizations in meeting the challenges of securing funding, future audiences, volunteer support and organizational development

— recognize individual artists' needs for employment opportunities, adequate compensation and professional development

— support professional artists' and arts organizations' work with schools and community organizations to integrate arts into the curriculum and promote lifelong learning and community identity

— broaden the distribution of information about the opportunities, support and impact made possible by the IAC

## strategies

The IAC recognizes that, with its limited resources, new strategies will be needed to address the needs of the arts in Illinois. The strategies associated with each of the Council's belief statements in this plan have major themes in common:

— development of strategic alliances with other agencies and service organizations in the public and private sectors

— exploration of new technologies to reach the greatest number of citizens

— enhancing responsiveness and inclusiveness of IAC programs and services

— ongoing assessment of programs and procedures

## evaluation

The Council has several entities in place which will be active in monitoring and evaluating the implementation of this Strategic Plan over the 1995 - 98 period. These include committees charged with the development of specific programs and procedures, as well as the Council's extensive advisory panel system. These advisors represent a broad cross-section of Illinois citizens and provide regular input and recommendations for the Council's continued leadership.

# belief statements and imp

**Government support of the arts is necessary because art is an essential component of the human experience.**

- support efforts to raise statewide awareness of the importance of the arts including expanded uses of technology, economic impact studies, media campaigns, and programs which showcase the contributions of artists and arts organizations in all areas of the state

- encourage local government support for the arts through local arts agencies and other efforts to strengthen the role of the arts in comprehensive community planning

- develop strategic alliances with other government agencies to include the arts in their planning and funding

- continue to seek funding from the National Endowment for the Arts (NEA) to support the IAC's ongoing programs and special initiatives, as well as providing information to artists and arts organizations about opportunities for them to apply directly for NEA funding

- develop public/private partnerships to fund projects which raise the visibility of the arts and which benefit artists and arts organizations in the state

- encourage private funders to place higher priority on arts support and assist IAC applicants by providing information about private sources for funds

**The Illinois Arts Council must serve all populations of the state and funding should be based on the pursuit of excellence, which recognizes that established institutions, emerging groups and underserved populations are at different stages in this pursuit.**

- work to make all grants programs more accessible to small and emerging organizations and other underserved organizations

- take steps toward achieving statewide coverage of decentralized grants programs through

identification and organizational development of local partners to administer these grants programs

- continue to seek funding and allocate resources for special initiatives which address specific needs of underserved communities and provide audiences with access to diverse art forms

- encourage organizations applying for IAC support to address issues of diversity in audience, staff, board and volunteer development, and projects which involve under-represented populations

- seek ways to stabilize grants to organizations and provide realistic expectations of grant levels to applicants

- support organizational development and planning by sponsoring technical assistance programs either directly or through appropriate arts service organizations and local arts agencies

**The state's artists are the cornerstone of our culture and the Illinois Arts Council should do everything possible to enhance their opportunities and status.**

- explore ways to broaden funding opportunities for individual artists including small, project-based grants

- support the development and presentation of new work by Illinois artists

- develop touring programs of affordable, quality exhibitions and performances of artists working in diverse art forms in collaboration with visual arts organizations, community art centers and performing arts presenters

- seek ways to strengthen partnerships with arts service organizations and local arts agencies which are addressing the needs of artists

- support professional development of artists by sponsoring technical assistance programs either directly or through appropriate arts service organizations and local arts agencies

**The arts are an integral part of education and the Illinois Arts Council will, in cooperation with other public and private entities, vigorously advocate this belief.**

- encourage partnerships between schools, professional artists, and arts and community organizations which lead to long-term planning for integrating the arts into the curriculum
- support arts organizations' education programs which provide in-depth arts experiences for schools and communities
- increase emphasis on community-based programs with professional artists, including short-term residencies, which address lifelong learning in the arts, social issues and building community identity
- make efforts to increase the availability of professional artists working with IAC arts education programs in under-served communities
- sponsor training and networking opportunities for artists to increase their knowledge and effectiveness in working with schools and community centers
- provide forums where artists can meet with schools and community organizations to develop programs and share resources and information
- continue partnerships with government education departments and service organizations to assess the needs for arts education in the state and to develop strategies to address these needs
- support the development of appropriate curricula and assessment tools for the arts to meet the requirements of the Illinois Education Reform Act of 1985
- participate in the development of Illinois' plan to implement Goals 2000: Educate America Act and encourage the state's artists and arts organizations to participate in this process

**The Illinois Arts Council will use its best efforts to help the public and government leaders better understand the value of the work of the agency and the beneficial returns to the state and its citizens.**

- publish a newsletter which provides information about IAC programs and services, as well as case studies from the arts field which demonstrate the impact of IAC funding in all areas of the state
- explore ways to utilize information technology to disseminate information and provide services to constituents
- strengthen the statewide network of organizations which distribute IAC publications including local arts agencies and other community-based organizations
- continue to conduct workshops and awareness meetings which take IAC staff into direct contact with the field in all regions of the state to assist citizens in utilizing the IAC's programs and services
- communicate to legislators the direct impact of IAC grants and other sponsored programs in their districts and the importance of continued and increased funding for the arts

## *strategic plan task force members*

Shirley Roumagoux Madigan, *Ex Officio*
Chairman, Illinois Arts Council

| | |
|---|---|
| David Logan, *Chair* | Chicago |
| Judith Ikenberry, *Vice-Chair* | Urbana |
| Sue Anstine | Macomb |
| Charles P. Archer | Decatur |
| H.L. "Chappie" Chapman | Dunlap |
| Kay Feurer | Springfield |
| Adrienne Hirsch | Evanston |
| William Madden | Decatur |
| Elena Marcheschi | Chicago |
| Dan Miller | Springfield |
| Ramon Price | Chicago |

Printed by the authority of the state of Illinois #6491 5M 12/94